

Task: Write an explorative essay on dissemination of innovation in Virgin Company Group.

Topic: Dissemination of Innovation (Company Virgin)

Type: Explorative Essay

Length: 3 pages

Formatting: APA

Requirements:

Describe the dissemination process of the company and comment regarding the point of view of the innovative company afterwards. Does such dissemination lead the company to maintain its competitive advantage?

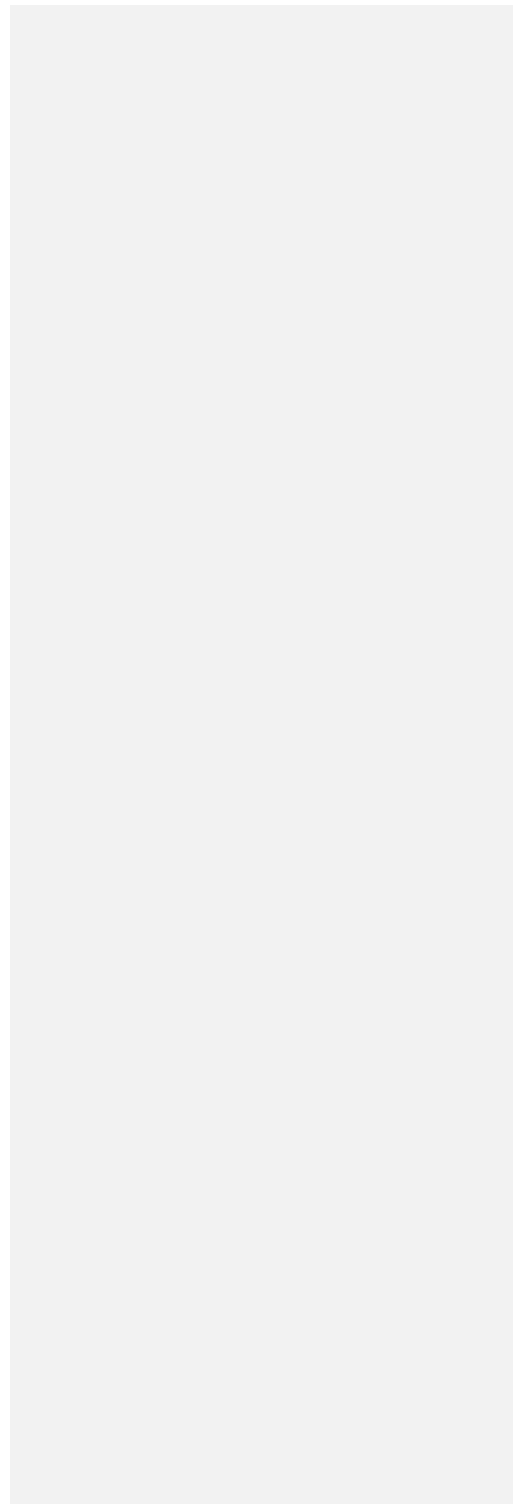
Dissemination of Innovation (Company Virgin)

Student Name

Institution Affiliation

Dissemination of information (Virgin Company)

History



Monster Headphone Company is a virgin company that is aiming at boosting sales for its Monset headphones that it launched last year during December festivities. The launching took place in New York, where music entertainment defines many people's lives.

Particularly, the numerous, randomly distributed music studios, artists and the large population of teenagers in New York City is what majorly encouraged its launching. The great number of teenagers who readily embraced new entertainment technology, according to a random statistic carried out in New York in 2013 by Monster Headphone Company, was one of the key factors that assisted the virgin company to relevantly figure out its market segment. Apart from teens, other targeted user segments included music artists, sound engineers, footballers, athletes and other sports people all around the globe.

The wireless Monset headphones have a wide range of technological features that is user tailored and therefore user friendly. Some of these outstanding features include a noise modifying circuitry, improved digital signal processor, noise editing software, rechargeable lithium battery mounted via USB connection and a powerful inbuilt microphone that enables connection to mobile handsets and Bluetooth speaker-outputs. Among many other user friendly features, the physical properties of that wireless headset are defined by a range of different colors; according to user preference, flexible convertible structure and a comfortable, flexible physic made of hard rubber materials studded by another user customized materials like diamond or gold-coats.

Dissemination process

Dorris (2013) argues that Monster Headphone Company uses a mix of the 'bass' concept, celebrity and customer concepts in marketing of its product which gives it an advantage over

Comment [AwfulEssa1]: You mean it's a branch of the company Virgin, right?

Comment [AwfulEssa2]: To space?

Comment [AwfulEssa3]: I wouldn't put it that way.

Comment [AwfulEssa4]: Bad use of commas in this sentence.

Comment [AwfulEssa5]: Mmm... what?

Comment [AwfulEssa6]: Again--what do you mean by this?

Comment [AwfulEssa7]: Use a comma, here, okay,

Comment [AwfulEssa8]: Superfluous.

Comment [AwfulEssa9]: I wonder if an average user can truly notice and appreciate all that, but that's a different story. Punctuation mistakes again, btw.

Comment [AwfulEssa10]: You really love the word "flexible," don't you.

Comment [AwfulEssa11]: Is it a surname? Or just a friend of yours?

Comment [AwfulEssa12]: Explain, please.

other brands such as Beats by Dre which only use the 'bass' concept. This enables the company to easily penetrate new markets and target new customers.

The virgin company is particularly strategized to achieve this through ensuring that its features are well designed to give users ultimate entertainment experience and satisfaction. The noise modifying circuitry, the improved digital signal processor and the inbuilt noise editing software package that the onset headset is endowed with significantly assist in giving out the best sound depending on the quality of the original sound recorded in the studio. These will enable the Monster headphone Company to compete in the same international platform with renowned brands like SOL Republic's headphone line and Beats by Dre. As a consequence, its market segment will grow to the international level.

On the other hand, in the process of disseminating its new headphone technology to the world, the Monster Headphone Company ought to aim at increasing its sales volume by targeting a wide range of users worldwide. After the consumer electronics company, Apple, entered into a business treaty with a streaming music brand, Beats by Dre, early this year, Kolodny wonders whether music hardware is the largest money maker instead of music services and content (2014). Later on in her report, it appeared that although both music hardware and services are significant moneymakers, affordability or accessibility of those hardware and music services are equally important in the money generation process. In this case, as much as the quality and the convenience of the new headphones are outstanding, the tagged prices are generally supposed to be affordable to the target users in order to significantly increase the sales volume. For instance, whereas the Beats by Dre premium headphone sales at about \$ 267, the Monset headset can settle its price at \$ 230, in order to have a greater percentage of the \$ 1 billion annual premium headphone sale in the U.S (Kolodny, 2014). Ultimately, reasonable pricing of Monset headsets

Comment [AwfulEssa13]: Weirdness.

Comment [AwfulEssa14]: Aaarrgh, punctuation again.

Comment [AwfulEssa15]: This almost sounds like a damn rap song.

Comment [AwfulEssa16]: You've lost a capital letter.

Comment [AwfulEssa17]: That's not how you use a semicolon, FYI.

Comment [AwfulEssa18]: Mmmmmm.

Comment [AwfulEssa19]: Do you mean "sells?"

has led to a significant increase in the company's sales volume, hence, a breakthrough in its dissemination process.

Similarly, the bid to customize its product up to iconic standards by the Monster Headphone Company also marked a critical 'momentum' in its dissemination process. As discussed by Gallagher (2012), monitoring influxes in the premium segment; in terms of celebrity endorsed brands having iconic designs is an important marketing move to realizing new market segments and users. As such, Monster headphone Company is significantly franchising some of the celebrities' names; which are engraved in some of the Monster premium headphones in order to significantly widen its market segments in sports, music industry and performing arts.

In conclusion, the different dissemination processes employed by Monster Headphone Company significantly makes it maintain or even improve its market segments positions in various ways. The franchising of celebrity names makes it venture and increase its sales in new market segments such as, sports, music industries and performing art industries; through relevant iconic designs in each field. Moreover, harmonization of its price makes it competitive at the international platform with famous brands like Sony, SOL republic and Beats by Dre. As explained by DeGraff & Quinn (2007, P. 102), a comprehensive and flexible dissemination process by any virgin company would greatly determine its competitiveness and adaptation in any new market.

Comment [AwfulEssa20]: Too many useless superfluous stuff in this paragraph. I just felt lazy commenting on each case.

Comment [AwfulEssa21]: P-U-N-C-T-U-A-T-I-ON!

Comment [AwfulEssa22]: Poor word choice, man. Buy a dictionary, or something.

Comment [AwfulEssa23]: You couldn't come up with a better transition?

Comment [AwfulEssa24]: "Poor punctuation and word choice" is your new name now.

Comment [AwfulEssa25]: So, it's not the company named Virgin? Okay. Then, what is this "virgin" company???

References

DeGraff, J. T., & Quinn, S. E. (2007). *Leading Innovation : How to Jump Start Your Organization's Growth Engine*. New York: McGraw-Hill.

Dorris, J. (2013). The beats with a billion eyes. *Slate*. Retrieved from:

http://www.slate.com/articles/technology/technology/2013/09/beats_by_dre_market_sha_the_headphones_company_conquered_the_market.html, On 20th Nov 2014.

Galagher, D. (2012). High-end headphones keep up growth. *Marketwatch*. Retrieved From:

<http://www.marketwatch.com/story/high-end-headphones-keep-up-growth-2012-11-29>, on 20th Nov 2014.

Kolodny, L. (2014). Beats competitor SOL Republic says lightning can strike twice in headphone market. *WSJ.D*. Retrieved From: <http://blogs.wsj.com/venturecapital/2014/06/02/beats-competitor-sol-republic-says-lightning-can-strike-twice-in-headphones-market/>, on 20th Nov 2014.

Overall Impression

Not too awful – at least I could get the main idea of the paper, which is nice – but it's the first time I've seen such a horrible usage of punctuation. Poor word choice and phrasing also kind of spoiled this essay for me.